



WUTR  
201 Humboldt Street  
Rochester, NY 14610

National Media Research Inc  
815 Slaters Lane  
Alexandria, VA 22314

## Contract # 1438794

**Schedule Dates** 11/01/16-11/07/16  
**Advertiser** NRCC (66196)  
**Agency** National Media Research Inc (10525)  
**Product** Political - Issues / Propositions (1068)  
**Brand** 155/915/7925 (564137)  
**Salesperson** Millennium - New York, New York (1406)  
**Sales Office** Millennium - New York  
**Buyer Name** MediaAssistant,,  
**Phone/Fax** /  
**CPE** 155/915/7925  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** NRCC IE 2016  
This is a new order being sent as a revision to reflect correction in rates before initially being sent.

**Date Entered** 09/28/16  
**Last Modified** 09/28/16  
**Entered By** Julie Orilio  
**CO-OP** No  
**Headline #** ECR25319130  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$742.50  
**Net Total** \$4,207.50  
**Sales Tax**

## Utica (WUTR)

By Broadcast Month	Spots	Rate
Nov. 2016	31	\$4,950.00
<b>Grand Total:</b>	<b>31</b>	<b>\$4,950.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	7A- Good Morning America	2		X						2	\$60.00	\$120.00	Utica (WUTR)	Good Morning America	9/28/16
2.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	7A- Good Morning America	2			X					2	\$60.00	\$120.00	Utica (WUTR)	Good Morning America	9/28/16
3.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	7A- Good Morning America	2				X				2	\$60.00	\$120.00	Utica (WUTR)	Good Morning America	9/28/16
4.0	Normal Line / SPOT	11/04/16-11/04/16	3	:30	7A- Good Morning America	2					X			2	\$60.00	\$120.00	Utica (WUTR)	Good Morning America	9/28/16
5.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	7A- Good Morning America	2	X							2	\$60.00	\$120.00	Utica (WUTR)	Good Morning America	9/28/16
6.0	Normal Line / SPOT	11/05/16-11/05/16	3	:30	8A- Good Morning America Weekend	2						X		2	\$50.00	\$100.00	Utica (WUTR)	Good Morning America Weekend	9/28/16
7.0	Normal Line / SPOT	11/06/16-11/06/16	3	:30	8A- Good Morning America Weekend	2							X	2	\$50.00	\$100.00	Utica (WUTR)	Good Morning American Wkd	9/28/16
8.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	9A- Live! With Kelly & Michael	1		X						1	\$50.00	\$50.00	Utica (WUTR)	Live With Kelly & Michael	9/28/16
9.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	9A- Live! With Kelly & Michael	2			X					2	\$50.00	\$100.00	Utica (WUTR)	Live With Kelly & Michael	9/28/16
10.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	9A- Live! With Kelly & Michael	1				X				1	\$50.00	\$50.00	Utica (WUTR)	Live With Kelly & Michael	9/28/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

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11.0	Normal Line / SPOT	11/04/16-11/04/16	3	:30	9A- Live! With Kelly & Michael	1					X			1	\$50.00	\$50.00	Utica (WUTR)	Live With Kelly & Michael	9/28/16
12.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	9A- Live! With Kelly & Michael	2	X							2	\$50.00	\$100.00	Utica (WUTR)	Live With Kelly & Michael	9/28/16
13.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	6:30P- ABC World News Tonight	1			X					1	\$250.00	\$250.00	Utica (WUTR)	ABC World News	9/28/16
14.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	6:30P- ABC World News Tonight	1				X				1	\$250.00	\$250.00	Utica (WUTR)	ABC World News	9/28/16
15.0	Normal Line / SPOT	11/06/16-11/06/16	3	:30	6:30P- World News	1							X	1	\$250.00	\$250.00	Utica (WUTR)	ABC World News	9/28/16
16.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	6:30P- ABC World News Tonight	1	X							1	\$250.00	\$250.00	Utica (WUTR)	ABC World News	9/28/16
17.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	7:57P- Dancing with the Stars	2	X							2	\$550.00	\$1,100.00	Utica (WUTR)	Dancing With the Stars-ABC	9/28/16
18.0	Normal Line / SPOT	11/04/16-11/04/16	3	:30	9P- Shark Tank	2					X			2	\$350.00	\$700.00	Utica (WUTR)	Shark Tank B-ABC	9/28/16
19.0	Normal Line / SPOT	11/06/16-11/06/16	3	:30	8P- Once Upon A Time	2							X	2	\$500.00	\$1,000.00	Utica (WUTR)	Once Upon a Time-ABC	9/28/16

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Date:

Accepted-Station:

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Comments:

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